In the Claims:

1. (Canceled) A method of selecting an optimal routing path for internet data comprising the steps of:

generating a request at a client;

analyzing said request in accordance with at least one rule set; and

routing said request to a server for fulfillment of said request based on the results of said analysis.

2. (New) A method of dynamic content translation and switching comprising the steps of:

generating a request at a client location for internet data, said request defining a first route by which said request is to be fulfilled;

accepting and processing the request;

breaking the first route;

determining, in accordance with at least one rule set and the processing of said request, a second route by which to fulfill said request; and

routing said request through said second route.

3. (New) A method according to claim 2, wherein said at least one rule set comprises a peak throughput determination rule set.

4. (New) A method according to claim 2, wherein said at least one rule set comprises a time-of-day rule set.

5. (New) A method according to claim 2, wherein said at least one rule set comprises a type-of-content rule set.

6. (New) A method according to claim 2, wherein said at least one rule set comprises a cost-of-service rule set.

7. (New) A method according to claim 2, wherein said at least one rule set comprises a geographic rule set.

8. (New) A method according to claim 2, wherein said at least one rule set comprises a demographic rule set.

9. (New) A method according to claim 2, wherein said at least one rule set comprises a health-of-system rule set.

10. (New) A method according to claim 2, wherein said request is routed to different types of content than originally requested.

11. (New) An apparatus for dynamic content translation and switching of a request generated by at least one client for internet data, said request defining a first route by which said request is to be fulfilled, said apparatus comprising:

means operable to accept and process the request;

means for breaking the first route;

means for determining, in accordance with at least one rule set and the processing of said request, a second route by which to fulfill said request; and

means for routing said request through said second route.

12. (New) An apparatus according to claim 11, wherein said at least one rule set comprises a peak throughput determination rule set.

13. (New) An apparatus according to claim 11, wherein said at least one rule set comprises a time-of-day rule set.

14. (New) An apparatus according to claim 11, wherein said at least one rule set comprises a type-of-content rule set.

15. (New) An apparatus according to claim 11, wherein said at least one rule set comprises a cost-of-service rule set.

16. (New) An apparatus according to claim 11, wherein said at least one rule set comprises a geographic rule set.

17. (New) An apparatus according to claim 11, wherein said at least one rule set comprises a demographic rule set.

18. (New) An apparatus according to claim 11, wherein said at least one rule set comprises a health-of-system rule set.

19. (New) An apparatus according to claim 11, wherein said request is routed to different types of content than originally requested.